What is claimed is:

1. An interactive, multi-user media delivery system comprising:

a) at least two media storage mediums, each of said storage mediums at least containing a particular media selection;

b) at least two media players structured to selectively deliver said media selection to a user from a corresponding one of said media storage mediums;

c) each of said media players including a control assembly structured to selectively control and regulate delivery of said media selection to the user;

d) at least one of said media players being selectively designatable as a slave unit;

e) a master control assembly operatively associated with said media players;

f) a connectivity assembly structured to establish a communicative link at least between said slave unit and said master control assembly;

g) said master control assembly structured to receive synchronization data from each of said media players; and

h) said master control assembly structured to simultaneously and uniformly control said delivery of said media selection by said media players.

2. An interactive, multi-user media delivery system as recited in claim 1 wherein said control assembly of one of said

media players defines said master control assembly.

3. An interactive, multi-user media delivery system as recited in claim 1 including a plurality of said media players communicatively associated with at least said master control assembly via said connectivity assembly.

4. An interactive, multi-user media delivery system as recited in claim 3 wherein said control assemblies of a plurality of said media players may selectively define said master control assembly.

5. An interactive, multi-user media delivery system as recited in claim 3 wherein only one of said control assemblies of said plurality of media players may define said master control assembly at one time.

6. An interactive, multi-user media delivery system as recited in claim 1 including a plurality of said media players designated as said slave units.

7. An interactive, multi-user media delivery system as recited in claim 6 wherein said master control assembly is structured to provide selective control authority over all of said slave units to a select one of said slave units.

8. An interactive, multi-user media delivery system as recited in claim 1 wherein said media storage mediums include digital storage mediums.

9. An interactive, multi-user media delivery system as recited in claim 8 wherein said digital storage mediums include any

digital storage medium containing standard playback encoding.

10. An interactive, multi-user media delivery system as recited in claim 1 including a plurality of said media players designated as said slave units and each including said storage medium with said media selection.

11. An interactive, multi-user media delivery system as recited in claim 1 wherein said connectivity assembly includes a computerized network connection.

12. An interactive, multi-user media delivery system as recited in claim 1 wherein each of said media players includes said connectivity assembly structured to establish a communicative link with a computerized network.

13. An interactive, multi-user media delivery system as recited in claim 1 further comprising a messaging assembly operatively associated with each of said media players, said messaging assembly structured to permit selective messaging communication to users of said media players.

14. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly is structured to facilitate said selective messaging communication initiated by an operator of said master control assembly.

15. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly is structured to facilitate selective messaging communication initiated

by users of said media players.

16. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly includes a messaging interface operatively associated therewith and structured to receive a message for communication to at least one of said media players.

17. An interactive, multi-user media delivery system as recited in claim 16 wherein each of said media players includes said messaging interface.

18. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly is structured to permit selective communication of a message to at least a select one of said media players.

19. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly includes a communication shell associated with a delivery of a message to said user of said media player.

20. An interactive, multi-user media delivery system as recited in claim 19 wherein said communication shell is structured to deliver promotional materials to said user in association with said message.

21. An interactive, multi-user media delivery system as recited in claim 20 wherein said communication shell includes a messaging display structured to be displayed on a monitor associated with said media player, said messaging display

including said promotional materials and said message.

22. An interactive, multi-user media delivery system as recited in claim 19 wherein said communication shell includes at least one interactive link, said messaging assembly including a messaging interface structured to permit selective activation of said interactive link by a user.

23. An interactive, multi-user media delivery system as recited in claim 22 wherein said interactive link is structured to initiate delivery of additional materials to said user when activated.

24. An interactive, multi-user media delivery system as recited in claim 22 further comprising a master processor assembly communicatively associated with said media players and structured to receive activation information associated with user activation of said interactive link from said messaging assembly of a particular media player.

25. An interactive, multi-user media delivery system as recited in claim 24 including a plurality of said interactive links, each of said interactive links representing a user response to a query.

26. An interactive, multi-user media delivery system as recited in claim 24 wherein said master processor assembly is structured to receive and process said activation information from a plurality of said media players.

27. An interactive, multi-user media delivery system as recited

in claim 26 wherein said master processor assembly is responsive to said activation assembly from said plurality of media players and is structured to communicate instructions to said master control assembly in connection therewith.

28. An interactive, multi-user media delivery system as recited in claim 1 further comprising a communication shell structured to deliver promotional materials to said user in association with said media selection.

29. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly includes a text messaging assembly structured to communicate a message visibly utilizing a monitor associated with said delivery of said media selection.

30. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly includes an audio messaging assembly structured to communicate a message audibly utilizing an audio system associated with said media player.

31. An interactive, multi-user media delivery system as recited in claim 13 wherein said messaging assembly includes a video messaging assembly structured to communicate a message visibly utilizing a monitor associated with said delivery of said media selection.

32. An interactive, multi-user media delivery system as recited

in claim 1 further comprising a communication shell structured to deliver promotional materials to said user in association with said media selection.

33. An interactive, multi-user media delivery system as recited in claim 1 wherein said synchronization data includes a title of said media selection.

34. An interactive, multi-user media delivery system as recited in claim 1 wherein said synchronization data includes a location designator associated said media selection.

35. An interactive, multi-user media delivery system as recited in claim 34 wherein said location designator includes a time code of said media selection.

36. An interactive, multi-user media delivery system as recited in claim 34 wherein said location designator includes a track number of said media selection.

37. To deliver a media selection from a media storage medium, an enhanced media player comprising:

an input assembly structured to receive the media storage medium;

an output assembly structured to facilitate delivery of the media selection to the user;

a delivery assembly, said delivery assembly including a media decoder and a control assembly;

said media decoder structured to deliver the media selection from said storage medium via said output assembly;

said control assembly structured to control a delivery of said media selection by said media decoder;

a connectivity assembly structured to at least temporarily, communicatively associate said delivery assembly with a remote master control assembly; and

said delivery assembly being structured to at least temporarily permit the remote master control assembly to control said delivery of said media selection by said media decoder.

38. An enhanced media player as recited in claim 37 wherein said deliver assembly is structured to communicate synchronization data related to the media selection to said master control assembly.

39. An enhanced media player as recited in claim 37 further comprising a messaging assembly structured to permit selective messaging communication to and from a user of the media player.

40. An enhanced media player as recited in claim 39 wherein said messaging assembly is structured to deliver a message to the user in connection with said delivery of said media selection.

41. An enhanced media player as recited in claim 39 further comprising a messaging interface structured to receive a message for remote communication utilizing said connectivity assembly.

42. To deliver a media selection from a media storage medium,

an enhanced media player comprising:

an input assembly structured to receive the media storage medium;

an output assembly structured to facilitate delivery of the media selection to the user;

a delivery assembly, said delivery assembly including a media decoder and a control assembly;

said media decoder structured to deliver the media selection from said storage medium via said output assembly;

said control assembly structured to control a delivery of said media selection by said media decoder;

a connectivity assembly structured to at least temporarily, communicatively associate said delivery assembly with a remote master control assembly; and

a messaging assembly structured to permit selective messaging communication to and from a user of the media player utilizing said connectivity assembly.